

Digital Marketing Minor

For information contact the Department of Emerging Technology in Business & Design, 262 McVey Data Science Building, 513-529-1637.

This minor encompasses all the digital marketing courses offered by Emerging Technology in Business + Design. It builds from theoretical foundations through advanced tactics that are requisite for any practicing digital marketer.

Program Requirements

Code	Title	Credit Hours
IMS 392	Content Marketing	3
IMS 413	User Experience Research	3
IMS 414	Web and Social Media Analytics	3
IMS 418	Social Media Marketing and Online Community Management	3
IMS/MKT 419	Digital Branding	3
IMS 486	Advanced Digital Marketing	3
Total Credit Hours		18